

Set	Items	Description
S1	251	MICROSOFT (W) MAPPOINT
S2	148	S1 NOT PY>2002
S3	0	S2 AND DEMOGRAPHIC AND POPULATION AND SALES AND LOTTERY
S4	15	S2 AND DEMOGRAPHIC AND POPULATION AND SALES
S5	7	RD S4 (unique items)
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11-30-04

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'5/3,K/1 (Item 1 from file: 16)
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09831446 Supplier Number: 87015125 (USE FORMAT 7 FOR FULLTEXT)
Desktop data mapping: a review of MapPoint, Maptitude, and GeoMedia.(Evaluation)
 Palmer, Catharine
 Searcher, v10, n6, p64(4)
 June, 2002;
 Language: English Record Type: Fulltext
 Article Type: Evaluation
 Document Type: Magazine/Journal; Professional Trade
 Word Count: 3092

... how it computed the calculations.

* Identify certain products in an accounting system, locate the cost, sales price, and salesperson data, and provide a report of product margins for each person.

* Write...

...independents in an area, and the desirability of target locations.

4. Superimpose Census 2000 data -- population, income, rental versus owned housing -- for each metropolitan area.

5. Prepare and print maps for...

...on a variety of printers and plotters for either small or large maps.

* Add Census demographic data as needed.

* Do all of this in a few hours.

* Oh, and one more...contact names and telephone numbers.

Then, with the layering tool, I could add 2000 Census demographic data. The client was most interested in housing and income data, which we could superimpose...

...the ability to work with data other than addresses. I could easily add location size, sales, or customer volume data for the competition and create charts to use in conjunction with...

...and all the flexibility to plot and map personal address data files, layer in certain demographic data, develop charts of economic data in relation to the addresses, and produce wall-sized printouts...on the map.

Second, vast quantities of data come with the software, including Census 2000 demographic data, as well as square miles, average snow/rainfall amounts, and average temperature.

Data sets...

TRADE NAMES: Microsoft MapPoint (Map database...)

5/3,K/2 (Item 2 from file: 16)
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07738107 Supplier Number: 64151008 (USE FORMAT 7 FOR FULLTEXT)
Navigation and business mapping.(buyer's guide for GIS software and GPS receivers)(Buyers Guide)
 Johnson, Dave
 Home Office Computing, v18, n8, p65
 August, 2000
 Language: English Record Type: Fulltext Abstract
 Article Type: Buyers Guide
 Document Type: Magazine/Journal; Trade
 Word Count: 2188

ABSTRACT:

...interface and its emphasis is focused sharply on generating color-coded

thematic maps The \$249 **Microsoft MapPoint 2001** offers a well-designed interface and a slew of useful features. DeLorme Earthmate with...
... positioning system (GPS) products. GIS programs help you create color-coded maps that visually depict **demographic** and business data. GPS packages are navigational tools; they come with GPS satellite receivers that...

...We used the GIS programs to produce maps of client office locations, territory distributions, and **demographic** analyses of hypothetical business regions. To test the GPS kits, we plugged in the included...

...automatically update certain kinds of data, such as traffic alerts, and lets you purchase additional **demographic** data via the Web. Priced at just \$100, this program is a good choice for...

...a graphical, geographical analysis.

BusinessMap Pro is the only program here capable of actually designing **sales** territories. We were able to divide cities into a number of color-coded regions by...

...2D and 3D charting module. We used it to create bar charts based on the **demographic** and **sales** data in the map.

The program specializes in ring studies--bull's-eye charts showing...
...thrive on plotting business data and household distributions, but overkill for most home-based businesspeople.

Microsoft MapPoint 2001
HOC RATING 1 2 3 4 5 6 7 8
Along with the clean...

...a powerful Data Mapping Wizard for creating color-coded thematic maps based on business and **demographic** data. We found the wizard a cinch to use--in just minutes we created a map of Manhattan with zip code areas colored according to **population** and circles on top representing the average household size.

In addition to typical drawing and...

...created an optimized route to reach them in just a few easy steps.

MapPoint includes **demographic** data for 1980, 1990, 1999, and projections for 2004, and can download maps to Windows...MONTH

GIS SOFTWARE DeLorme XMap Business Rating: 7

ESRI BusinessMap Pro 2.0 Rating: 6

Microsoft MapPoint 2001 Rating: 8

GPS PACKAGES DeLorme Earthmate GPS Receiver with Street Atlas USA 7.0...

...and a business-traveler Web site that provides hotel searches, airport terminal maps, and a **sales** -lead service.

MapBlast (www.mapblast.com) will help business users find a FedEx drop-off...delorme.com

ESRI BUSINESSMAP PRO 2.0

\$130

ESRI

800-447-9778

www.esri.com

MICROSOFT MAPPOINT 2001

\$249

Microsoft

800-426-9400

www.microsoft.com

GPS PACKAGES

DELORME EARTHMATE GPS

\$200...

...2.0

Win 95/98/NT, 8MB RAM,

47MB hard disk space,

CD-ROM drive

MICROSOFT MAPPOINT 2001

Win 95/98/NT/2000, 20MB

RAM, 185MB hard disk

space, CD-ROM drive...

TRADE NAMES: ESRI BusinessMap Pro 2.0 (Geographic information system);
 Microsoft MapPoint 2001 (Map database); Rand McNally TripMaker Deluxe
 2000 (Map database); TravRoute Software CoPilot 2000 (GPS...

5/3,K/3 (Item 3 from file: 16)

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06269497 Supplier Number: 54378811 (USE FORMAT 7 FOR FULLTEXT)

Review: MapPoint 2000 raises the bar for desktop mapping. (Microsoft Map
 database software) (Software Review) (Evaluation)

Marshall, Patrick

InfoWorld, v21, n15, pNA(1)

April 12, 1999

Language: English Record Type: Fulltext

Article Type: Evaluation

Document Type: Magazine/Journal; Trade

Word Count: 669

... such as MapInfo's MapInfo Professional or ESRI's ArcView can be
 overkill for many sales and marketing departments. Microsoft's MapPoint
 2000 fills a need for those who do not...

...more) GIS products but still need to quickly create locator maps or
 integrate maps and **demographic** data into attractive presentations. The
 final version of MapPoint will be available this summer as...

...codes, and census tracts. Street maps contain more than 14 million U.S.
 street segments.

Demographic data is provided by Claritas from a variety of original
 sources, including the U.S. census. More than 50 variables concerning
population, income, age, and ethnicity are available.

Working with the map and **demographic** data is extremely easy, thanks
 to a clean interface and MapPoint's Data Mapping Wizard...

...methods -- an unusual level of control for a program of this price.

Despite its generous **demographic** data and ranging methods, MapPoint
 is just as useful for simple mapping tasks such as...

...and SQL Server data into MapPoint, it's not easy to directly import
 third-party **demographic** data.

MapPoint also cannot import new maps, nor can the user create new map
 features...

...t a full-fledged GIS program, it includes enough data-analysis tools to
 handle basic sales - and marketing-related tasks.

Pros: Easy to use; generous bundled maps and data; HTML and...

TRADE NAMES: Microsoft MapPoint 2000 (Map database)

5/3,K/4 (Item 4 from file: 16)

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06085003 Supplier Number: 53603856 (USE FORMAT 7 FOR FULLTEXT)

Map Out Your Profits. (ESRI BusinessMap Pro 2.0, Microsoft MapPoint 2000
 geographic information systems) (Software Review) (Evaluation)

Johnson, Dave

PC/Computing, v12, n2, p131(1)

Feb, 1999

Language: English Record Type: Fulltext

Article Type: Evaluation

Document Type: Magazine/Journal; General Trade

Word Count: 594

(USE FORMAT 7 FOR FULLTEXT)

Map Out Your Profits. (ESRI BusinessMap Pro 2.0, Microsoft MapPoint 2000 geographic information systems) (Software Review) (Evaluation)

TEXT:

Plotting your sales geographically doesn't have to take an entire weekend

Put away that resume. Just because your boss asks you to correlate sales figures for each city with your targeted demographics and display it all on a map...

...have the right geographic information systems (GIS) software. Both ESRI BusinessMap Pro 2.0 and Microsoft MapPoint 2000 simplify the process of mapping a wide range of data.

You Are Here MapPoint...

...via an easy-to-understand wizard. You can generate maps with a wide variety of demographic information and even insert your own sales data to create maps that overlay sales figures with population data.

Microsoft has positioned MapPoint 2000 as part of the Office 2000 family, which means...

...maps, but its real specialty is the Ring Maps tool. This extension lets you plot demographic or other kinds of information within, for example, distances of 1, 3, and 5 miles...

...Business Tracker is an exhaustive database of some 11 million businesses. Because Business Tracker includes sales and employee data for many of these businesses, you can generate maps that include stats...

...Pro 2.0

Rating: Four Stars

Verdict: Powerful, multilayer thematic mapping.

Pros: Tremendous selection of demographic and business data.

Cons: Interface could be easier.

\$130, \$499 with extensions, est. street price...

TRADE NAMES: Microsoft MapPoint 2000 (Geographic information system); BusinessMap Pro 2.0 (Map database)

5/3,K/5 (Item 5 from file: 16)

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05925353 Supplier Number: 53162854 (USE FORMAT 7 FOR FULLTEXT)

Microsoft MapPoint 2000 Delivers New Mapping and Analysis Program.

PR Newswire, p4958

Nov 3, 1998

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1070

Microsoft MapPoint 2000 Delivers New Mapping and Analysis Program.
Geographic and Demographic Data

REDMOND, Wash., Nov. 3 /PRNewswire/ -- Microsoft Corp. (Nasdaq: MSFT) today unveiled the newest member of the Microsoft(R) Office family of applications, Microsoft MapPoint (TM) 2000 business mapping software. Designed to be as easy to use as Microsoft Office, MapPoint combines complete, accurate geographic and demographic data with easy-to-use

analysis tools. MapPoint makes it easy for business users in...

...better-informed business decisions.

Whether pinpointing where customers are coming from or uncovering the hottest sales areas for products, MapPoint provides the features and flexibility users need -- from quickly finding and...

...concepts to use maps in their everyday work."

As a companion to Microsoft Office applications, Microsoft MapPoint draws upon the same easy-to-learn and easy-to-use functionality that Microsoft Office...

...series of regional seminars can plot

all possible seminar locations and overlay some of the demographic variables, including total population by age and average household income. This will help determine which seminar locations would be...

...to take a long while scouting each site.

* A business analyst can visually identify which sales offices across the

country garnered the highest sales during a certain time period and then

compare the results to markets where advertising occurred, thus determining the effectiveness of the ad campaign.

For all business users, Microsoft MapPoint provides the same high-quality map data found in more expensive GIS systems. Microsoft

MapPoint provides a complete country-level map of the world, plus detailed street-level maps for...

...U.S. street-level data. In addition, MapPoint includes over 40 megabytes of high-quality demographic variables from Claritas Inc., the industry-leading provider of demographic data. Demographics are included for four time periods, including 1980, 1990, the current year and five-year projections, for population, households, household size, household income, median population age and population by age, down to the ZIP code and census tract level. Additional demographic variables are offered separately from Claritas and its affiliates, ready to view in MapPoint. In the future, supplemental demographic variables are planned to be available via links to Claritas and its affiliates on the...

...Office to share with others.

Identify Business Trends Using Maps

* Users can view customer and sales data geographically by using the Data

Mapping Wizard to create shaded area, sized circle or...

...and summarize data geographically as well as compare two variables.

* Users can overlay high-quality demographic data from Claritas Inc. onto

their maps, including population, average household size or income and

median age.

Pricing and Availability

Microsoft MapPoint is scheduled to be available in retail stores at the same time as Microsoft Office 2000 at an estimated retail price of \$109. Please visit the Microsoft MapPoint Web site at <http://www.microsoft.com/mappoint/> for more information, including a MapPoint guided...for people to take advantage of the full power of personal computing every day.

NOTE: Microsoft, MapPoint, Outlook and Windows are either registered trademarks or trademarks of Microsoft Corp. in the United...

DIALOG(R)File 148:Gale Group Trade & Industry DB
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12135027 SUPPLIER NUMBER: 60124447 (USE FORMAT 7 OR 9 FOR FULL TEXT)
DIVIDE AND CONQUER.
Baker, Kim; Baker, Sunny
Journal of Business Strategy, 20, 5, 16
Sept, 1999
ISSN: 0275-6668 LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 4184 LINE COUNT: 00354

... information from proprietary databases or from thud-party data sources and displays information such as **population** density age, income, travel routes, and climate patterns on maps. And when disparate pieces of ...

...Using maps to represent business data is a powerful way of understanding and communicating complex **demographic** and geographic relationships. Managers can use visualization technologies and spatial models to be a catalyst...

...at the University of Tennessee at Knoxville. According to Dr. Noon, companies can create transportation, **sales** territory, and supply chain optimization models using GIS.

Mapping: The Ascendant Standard
Through mapping software...

...entirely new ways. Mapping enables users to identify future opportunities and geographic trends for increased **sales** and profitability.

This type of business mapping, also called market mapping, is by no means...

...of national current-year data estimates, and five-year projections for an extensive array of **demographic** variables including **population** . by race, gender, and age, households, income ranges, vehicles available, and housing data for all...

...and customer programming capabilities, Tactician's Selling Machine bundle, a powerful mapping system for realigning **sales** territories and related **sales** analysis, runs about \$7,900. It has enough data to cover territories across the United...

...in marketing research data for a wide variety of audiences. Data prices vary widely--general **demographic** and zip code data is inexpensive and usually comes with the mapping program. This data...can benefit from mapping applications.

For example, New York-based Avon uses GIS to track **sales** representatives' records and **sales** penetration by country, state, county, city, and even by a specific street. The software produces multicolored maps and grids that show not only where **sales** are already concentrated, but also where Avon needs to beef up recruiting efforts for new...

...reengineering of Avon is designed to generate \$400 million in annual corporate savings and a **sales** growth target of 8% to 10%.

The mapping software also helps Avon see which areas...

...to those groups. Even more exciting, managers can click on an icon and look at **sales** performance based on the **population** and ethnicity and conclude that "we're doing well compared to internal benchmarks, but given ...

...new regions in which to build their network. This analysis usually relies`on maps displaying **demographic** forecast data, the existing cell

site network, competitor's coverage, traffic counts, street data, etc...

...are generic to businesses of all sizes, including the way Manufacturers and Traders Trust analyzes **demographic** data to display concentrations of customers meeting age and income criteria that can be used...

...develop targeted marketing programs. Apple Computer uses market mapping software to perform geographic planning for **sales** territories, field resource deployment, and targeting marketing programs. And major consumer-oriented companies like Coca...of an enterprise GIS solution, ArcInfo is used by corporations for tasks such as planning **sales** territories, analyzing competition, and routing delivery vehicles. Uses of ArcInfo in governments include land records...Phone: (518) 285-6000

(800) FASTMAP

<http://www.mapinfo.com>

MICROSOFT'S ENTRY--MAPPOINT 2000

Microsoft MapPoint 2000 is a business mapping application designed for Microsoft Office users who want to use maps and related **demographic** information in their everyday work. It builds on Microsoft Expedia Streets 98, but whereas Expedia...

...maps which can be imported into Office documents, plotting database information, and analyzing business and **demographic** information. It ships with a complete set of geographic data for all levels of geography...

...services and products, including strategic planning services, project feasibility studies, market analyses, mapping, and detailed **demographic** data products. Web site downloads include complete county and state boundaries for Illinois and a...

...target markets, do site location studies, prepare market penetration analyses, and any other kind of **demographic** research. The system has a Windows user interface and produces a variety of reports including...

...their first day. It also provides a wide variety of add-on data such as **demographic** updates, current business establishment and employment counts, lifestyle clusters, traffic counts, and consumer spending potential...

...data and includes everything in the Scan/US BasePak, Scan/US DriveTime, the '98/2003 **Demographic** Update for all map levels, plus national boundary maps for ZIP codes, census tracts, and...

...SOLUTIONS

Tactician Corporation is the leading developer and supplier of mapping software and data for **sales**, marketing, and business planning. Its Tactician product line consists of micro-marketing applications based on...

...marketing analyses including regression and gravity modeling; and Selling Machine for improving the productivity of **sales** and service territories. MapScape is Tactician's Internet/Intranet application that provides interactive mapping and...

5/3,K/7 (Item 2 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB

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11418786 SUPPLIER NUMBER: 55878376 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Divide and Conquer.(mapping/geographic information systems software)(Statistical Data Included)

Baker, Sunny; Baker, Kim

Journal of Business Strategy, ITEM9927000D

Sept, 1999

DOCUMENT TYPE: Statistical Data Included

ISSN: 0275-6668

LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 2536 LINE COUNT: 00211

... information from proprietary databases or from third-party data sources and displays information such as **population** density, age, income, travel routes, and climate patterns on maps. And when disparate pieces of ...

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...develop targeted marketing programs. Apple Computer uses market mapping software to perform geographic planning for **sales** territories, field resource deployment, and targeting marketing programs. And major

consumer-oriented companies like Coca...

TRADE NAMES: Microsoft MapPoint 2000 (Map database...
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